



Pemberton Hill

Strategic Neighborhood Action Plan

Advisory Committee Meeting

June 21, 2016





Strategic Neighborhood Action Plan

ADVISORY COMMITTEE MEETING

Tuesday, June 21, 2016

Janie C. Turner Recreation Center

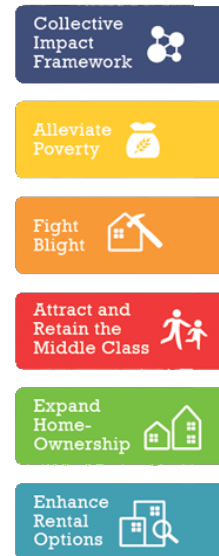
AGENDA

1. Introduction
2. Opening Remarks – CM Rickey D. Callahan
3. Neighborhood Plus Overview
4. Community Visioning Workshop
5. Community Surveys
6. Advisory Committee
7. Adjourn



What is Neighborhood Plus?

- Comprehensive strategy to revitalize and strengthen neighborhoods across the City of Dallas.
- Organized around 6 strategic goals
 1. Collective Impact
 2. Alleviating Poverty
 3. Fighting Blight
 4. Attracting and maintaining the middle class
 5. Increasing homeownership
 6. Enhancing rental options





Collective Impact Defined?

- The commitment of a group of people from different sectors to a common agenda for solving special problems through collaboration and teamwork
- We define Collective Impact model in 2 ways
 - Internal - City Departments
 - External - Outside agencies/partners



Why Strengthen Neighborhoods?

Strong neighborhoods share certain attributes:

- Higher property values
- Lower crime (safer)
- Lower code enforcement complaints
- Higher satisfaction with city services
- Increase in quality of life
- Develops community leaders
- Deciding factor in selection of where to live



Neighborhood Plus Process?

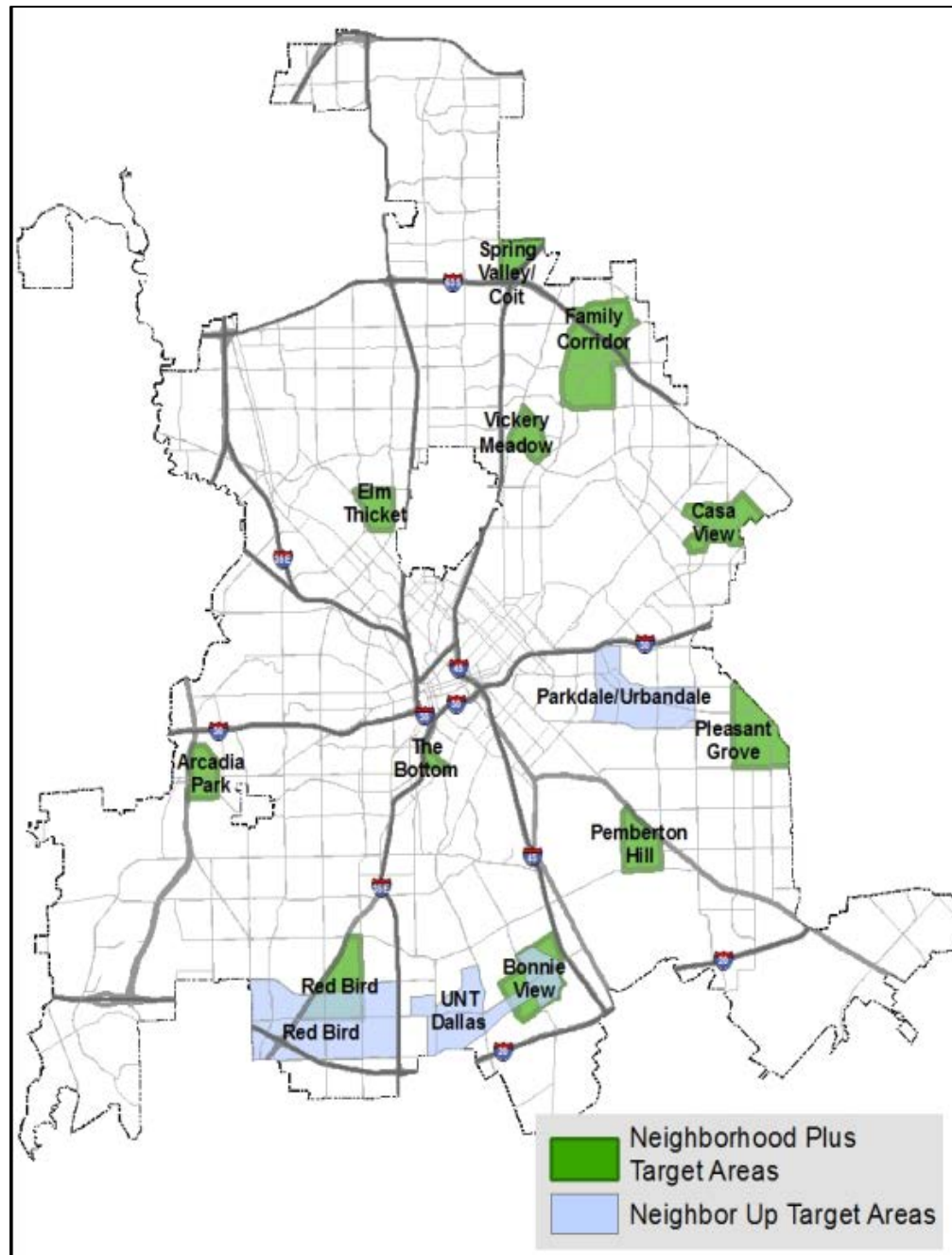
- Councilmembers identified Target Areas (11)
- Councilmembers identified primary concerns in Target Area
- Neighborhood Vitality analyzed data for each Target Area
- Target Area teams established
 - Planning & Urban Design
 - Code Compliance
 - Police Department
 - Community Prosecution
 - Economic Development



Neighborhood Plus Target Areas?

- Elm Thicket
- Red Bird
- The Bottom
- Pemberton Hill
- Arcadia Park
- Pleasant Grove
- Bonnie View
- Greater Casa View
- Family Corridor
- Coit/Spring Valley
- Vickery Meadow

Neighborhood Plus Target Areas



Project Goals

The goals of this planning project is to identify:

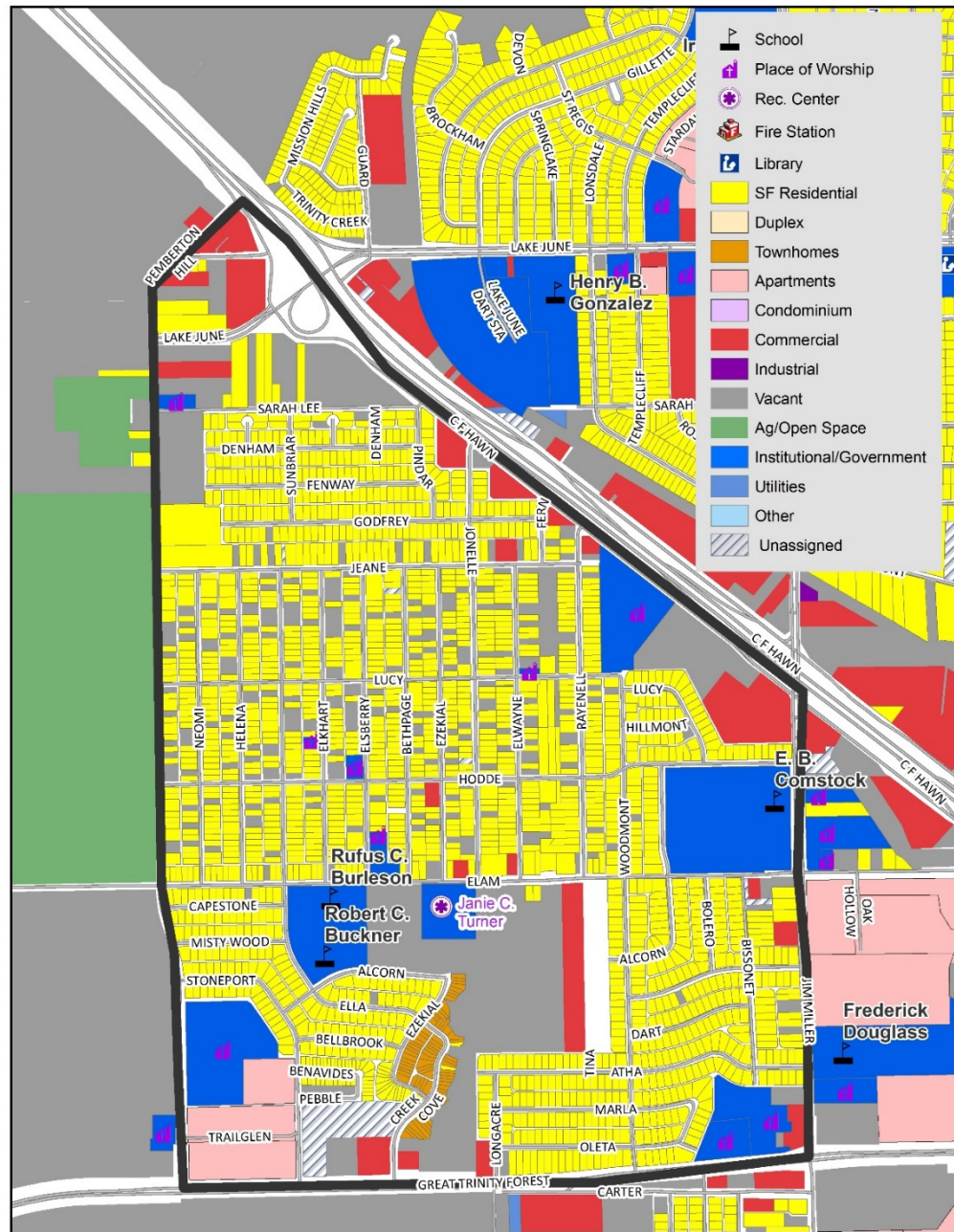
1. Short-term rapid response project list (6-8 months)
2. Long-term revitalization or transformational project list (2-3 years)



Target Area Highlights

- **Majority Hispanic** (60%), followed by African American (37%)
- **Younger population**, 37% of population 19 years and below (City-28%)
- **Households with children** concentrated in western central part around two schools.
- **Mostly low income households**, 57% of households makes 35k and below (City-41%)
- **Land Use** is predominantly **single-family residential**, multifamily housing on SW corner. Retail along northern end along CF Hawn service road.
- **Vacant lots** scattered throughout with concentration in north and south.
- **Very limited retail options**
- **Single Family (SF) Rental concentrated** on the west side of the target area along Jeane St, Neomi Ave. and Helen Ave.
- **Housing Condition** overall low compared to city average.
- The **southeast block group** has high value of home improvement units, good and excellent housing conditions. However, it also shows low household income.
- **Poor street conditions** in the northern and southeast block groups.
- **Connectivity and pedestrian access** to nearby **DART stations** restricted by a major highway (CF Hawn)

Pemberton Hill Target Area Land Use Map



* Source: DCAD 2015

Pemberton Hill Demographics

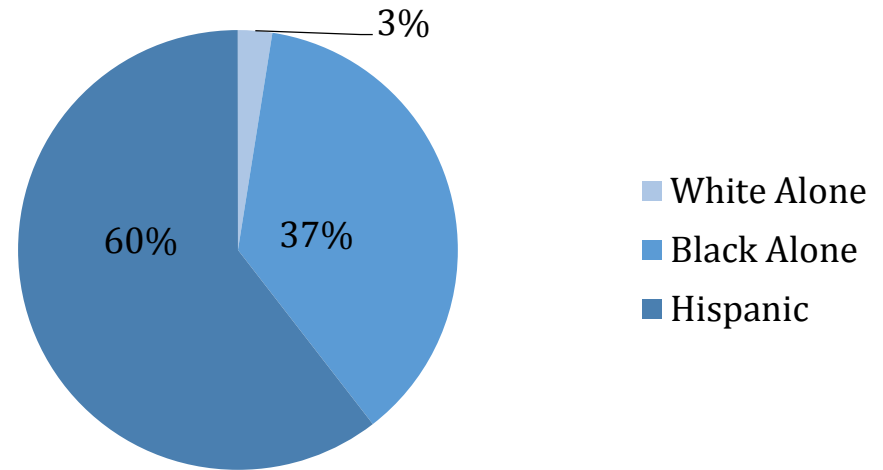
- **Total Population:** 6,991

- **Age**

- Generally young population, 37% below 19 yrs
- Households with children concentrated in the center, close to the schools

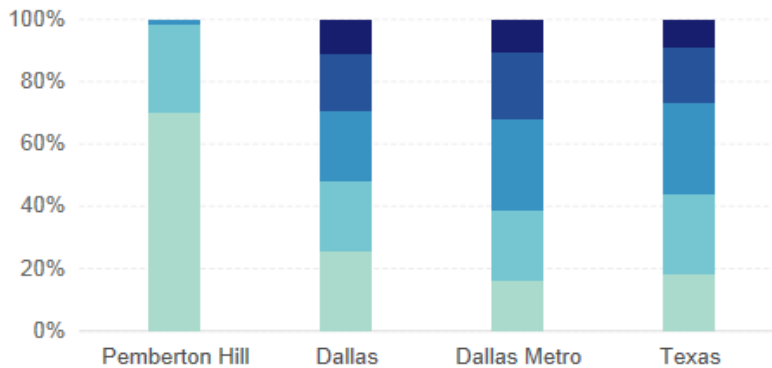
- **Race/Ethnicity**

- Predominantly Hispanic (60%) then African American (37%)

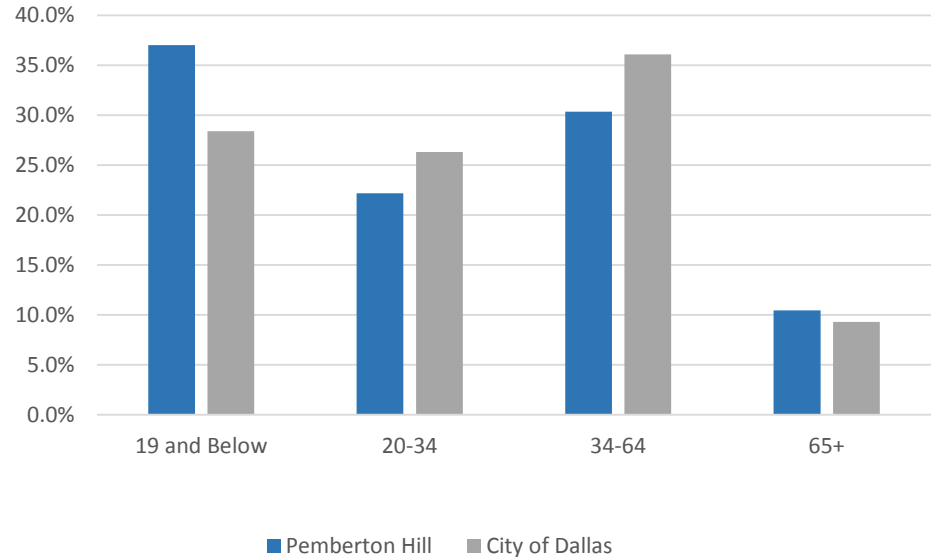


- **Educational Attainment**

- Low educational attainment
- High school graduation rate 50% (city 74.3%)
- Bachelors degree or higher 1.5% (city 32%)



■ No High School
 ■ High School Degree
 ■ Associate's Degree
■ Bachelor's Degree
 ■ Graduate Degree



* Source: 2010-2014 5 year ACS Estimates

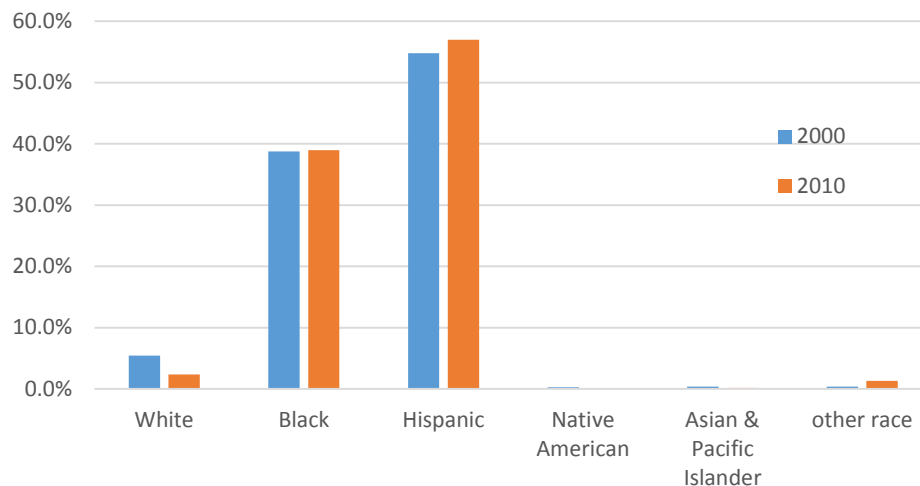
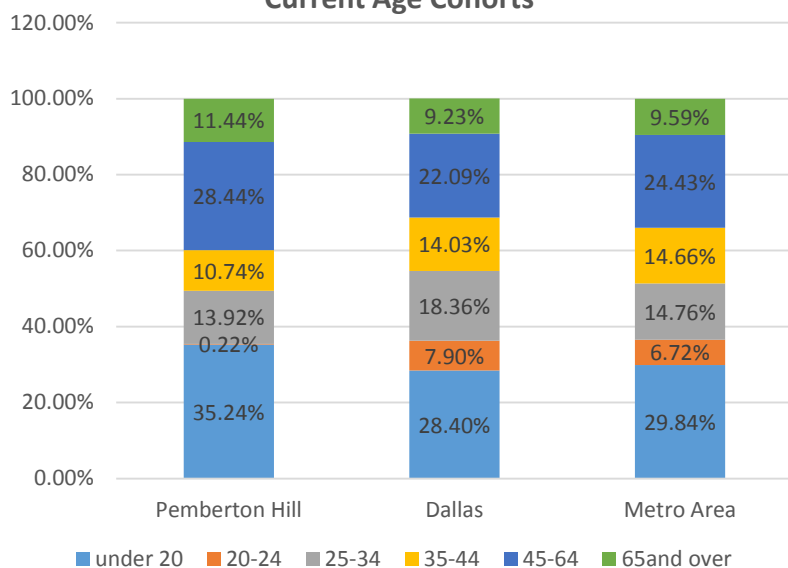
Demographics Cont.

Demographic changes between 2000 - 2015

- Total population increased by 11.8%
- Though few initially, the white population declined significantly (51%)
- Hispanic population increased by 16.4%
- Black population increased by about 12% but their proportion of the total population remained fairly stable

Race	2000	2010
White	5.45%	2.39%
Black	38.78%	38.98%
Hispanic	54.79%	56.99%
Native American	0.25%	0.14%
Asian & Pacific Islander	0.36%	0.19%
Other race	0.37%	1.31%

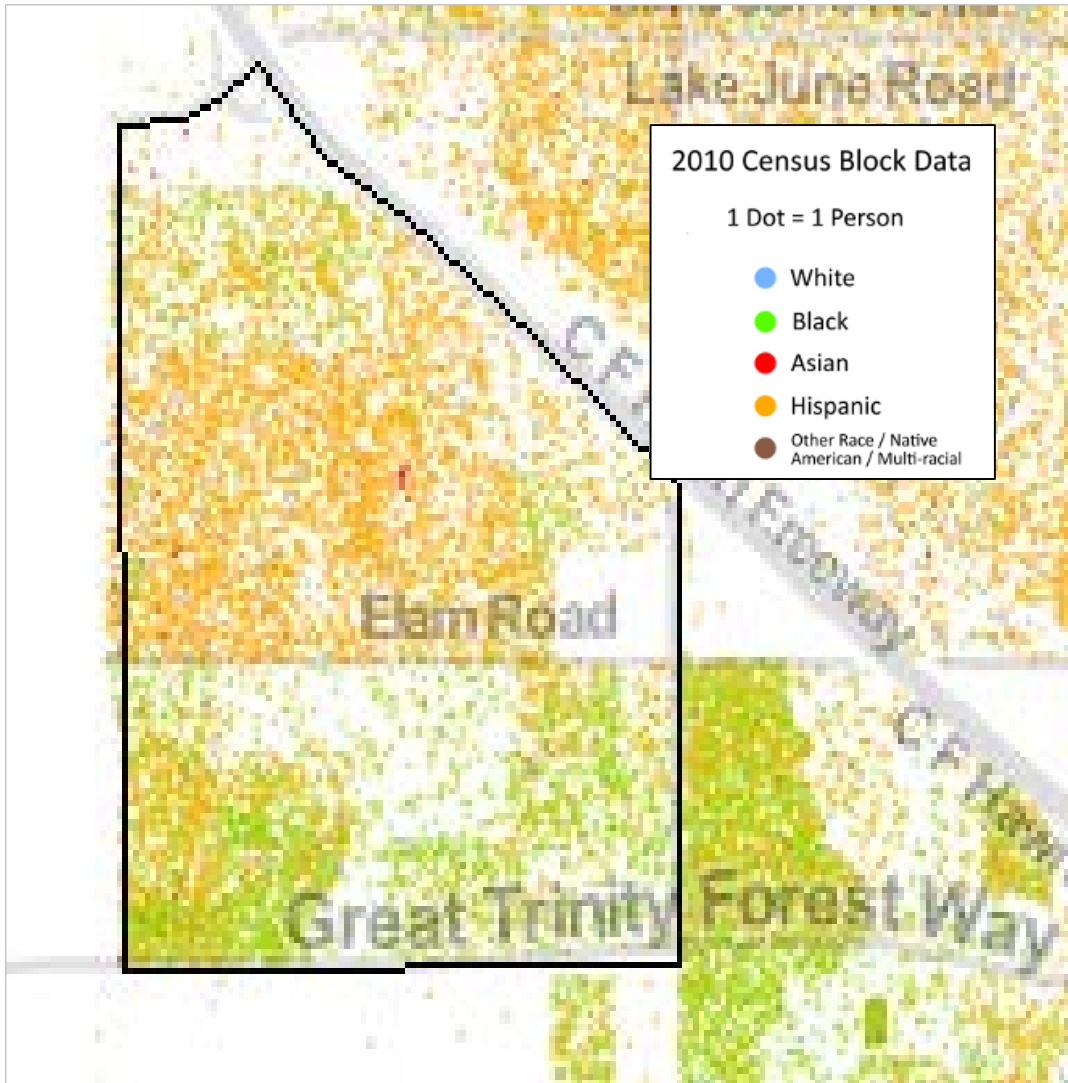
Current Age Cohorts



* Source: 2014 5 year ACS Estimates & 2010 Census

Demographics Cont.

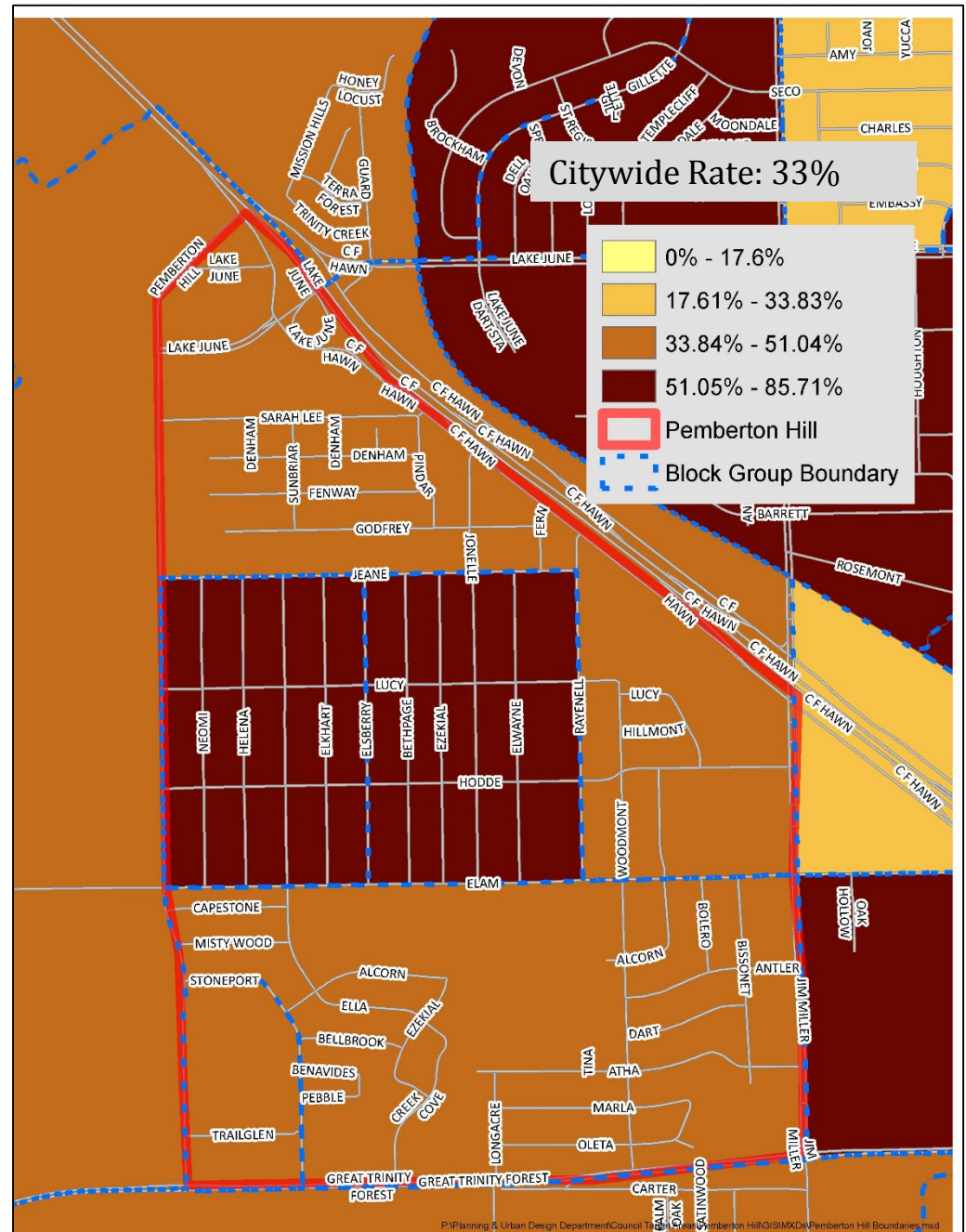
- African Americans are concentrated in the Northern and southern portions of the target area
- Hispanic or Latino population are concentrated in the central part, just north of Elam Road
- Whites are sparsely scattered, throughout
- Native American and other races, though few, are concentrated in the southwest corner
- Most common language spoken in Pemberton Hill is Spanish
- 48.9% of residents born in another country



* Source: City of Dallas 2012- 2014 Permit data

Households with Children: 2010-2014

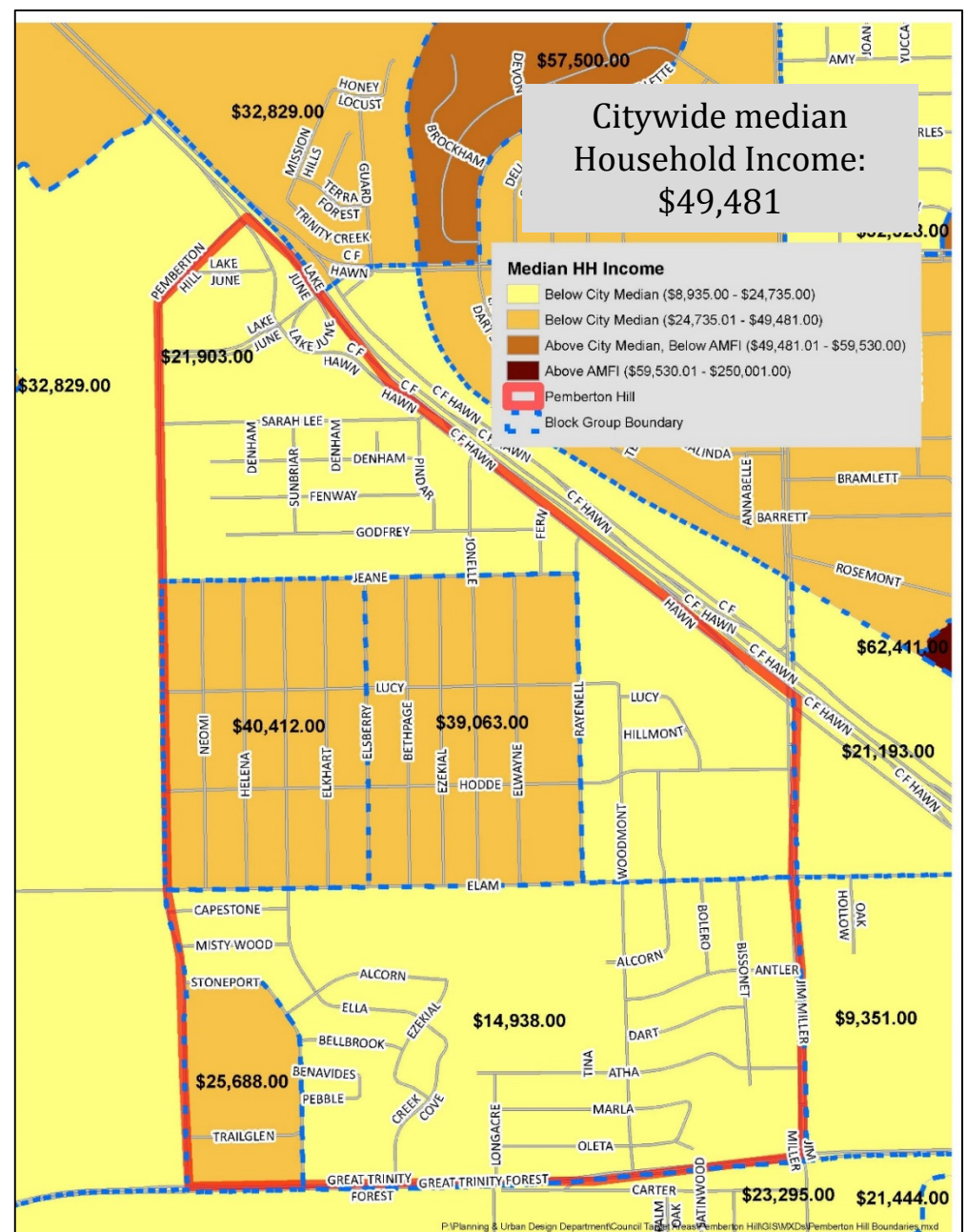
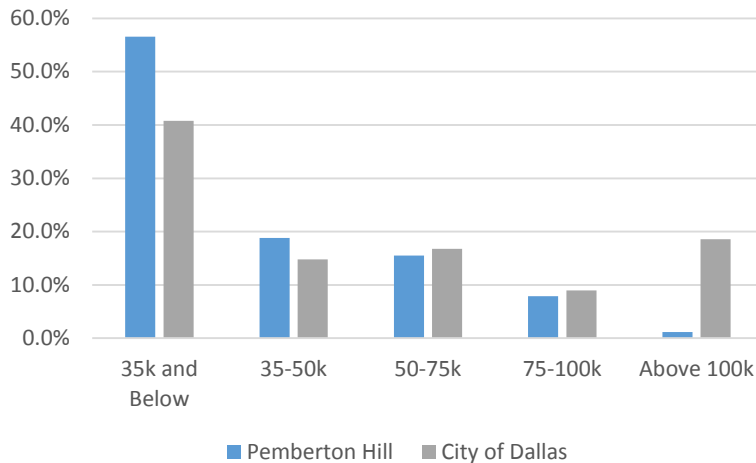
- Children below 18



* Source: 2010-2014 5-Year ACS Estimates 15

Income

- Most households in lowest income category with 57% of the households making below 35K
- Higher incomes in the center of the neighborhood
- High poverty rate 33.4% (citywide 24.1%)



* Source: 2010-2014 5-Year ACS Estimates

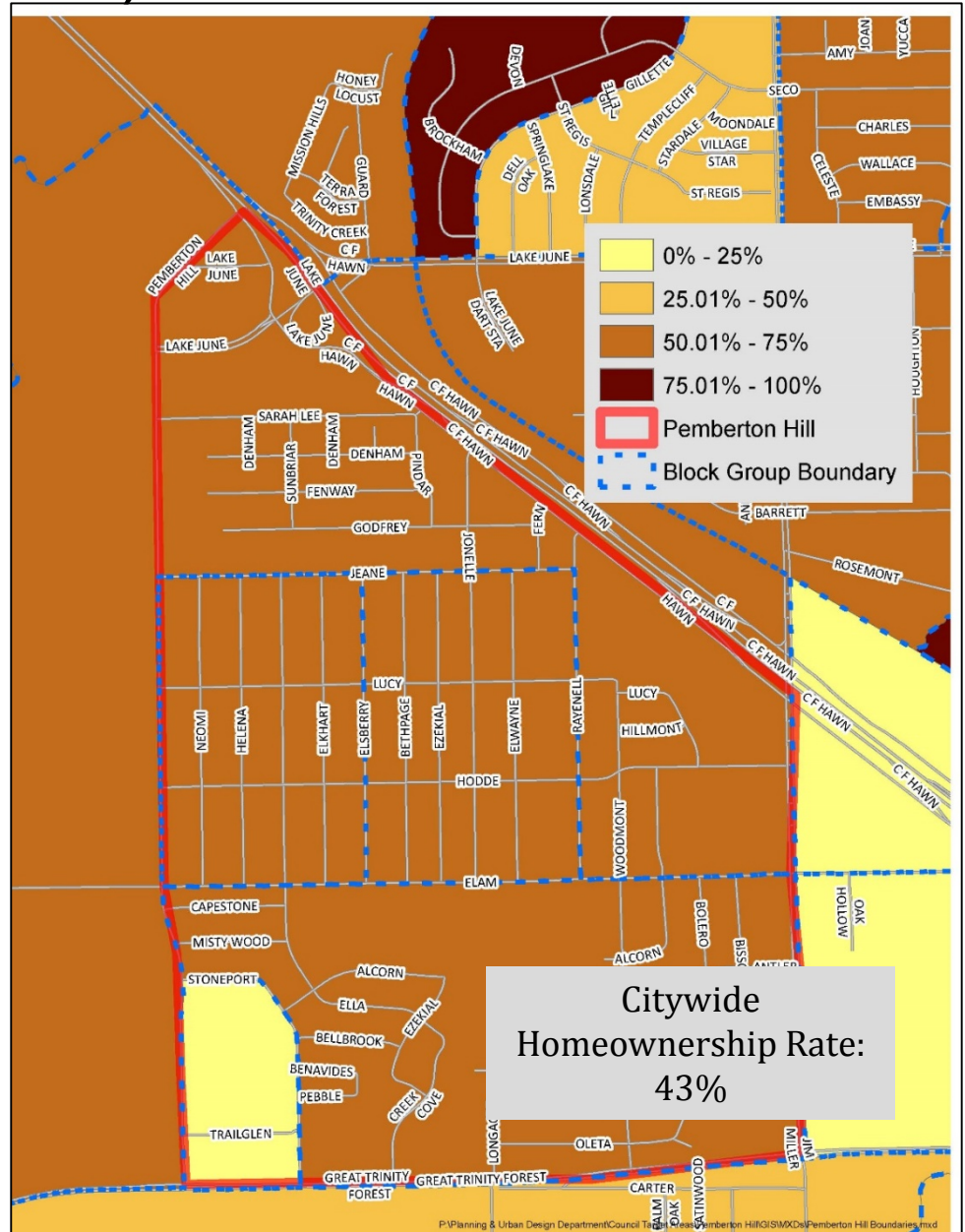
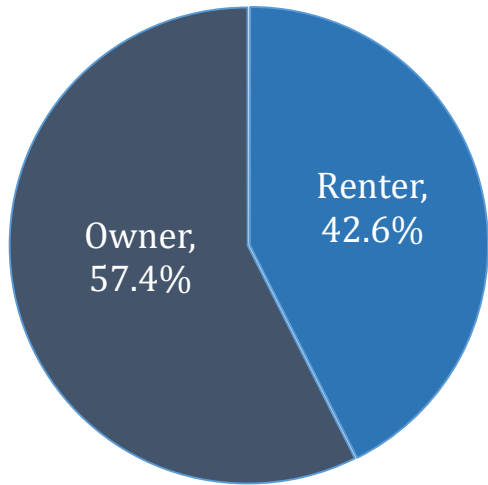
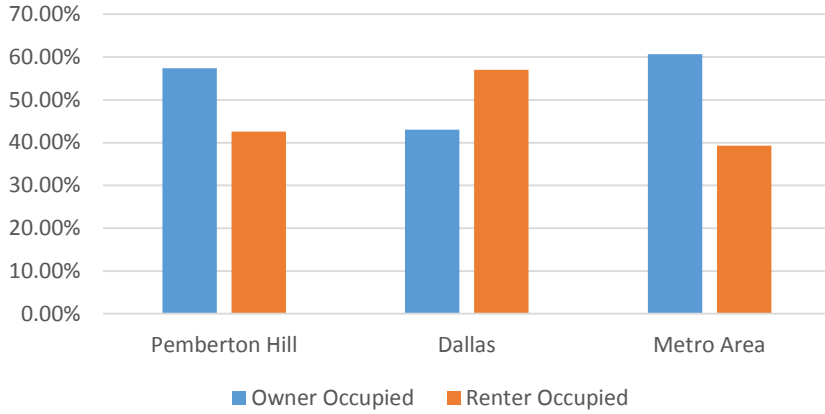
Housing Overview

- **Housing Type**
 - Predominantly single family, apartments to the south western corner
- **Housing Tenure/Occupancy**
 - High homeowner rate 57% (citywide 43%)
 - Rental units concentrated in the southwest corner, where apartments exists
 - Single-family rental homes concentrated in the western segment
 - Vacancy rate 12.3% (citywide 11.2%)
- **Housing Conditions**
 - Large percent in average condition
- **Property Value**
 - Property value decrease slightly throughout whole target area
- **New Construction/Improvement Activity**
 - 2 single family homes constructed from 2012-2014
 - High value home improvements in southern section

Homeownership (All housing types)

Tenure	Count	Percent
Renter	850	42.5%
Owner	1,147	57.4%

Housing Tenure

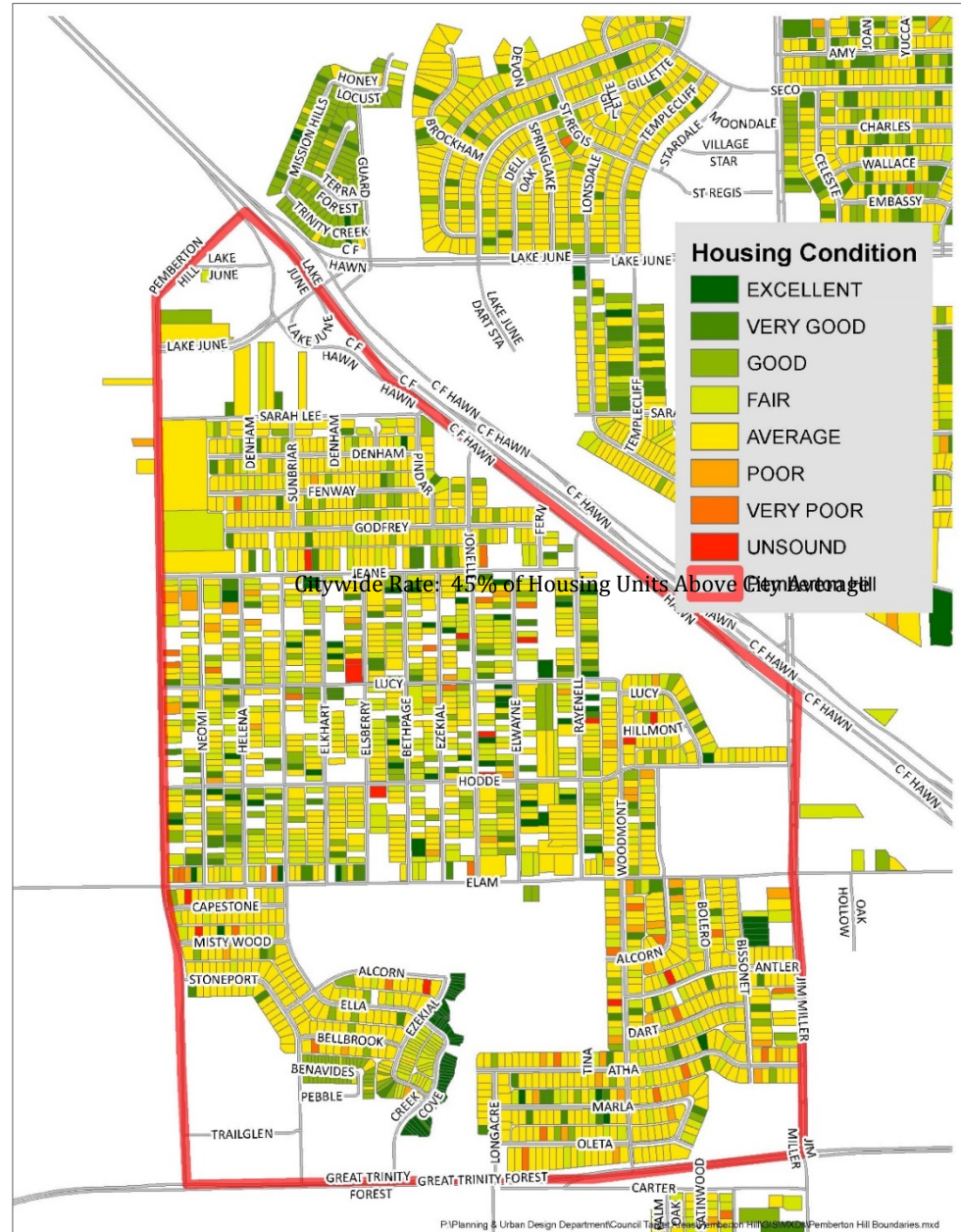
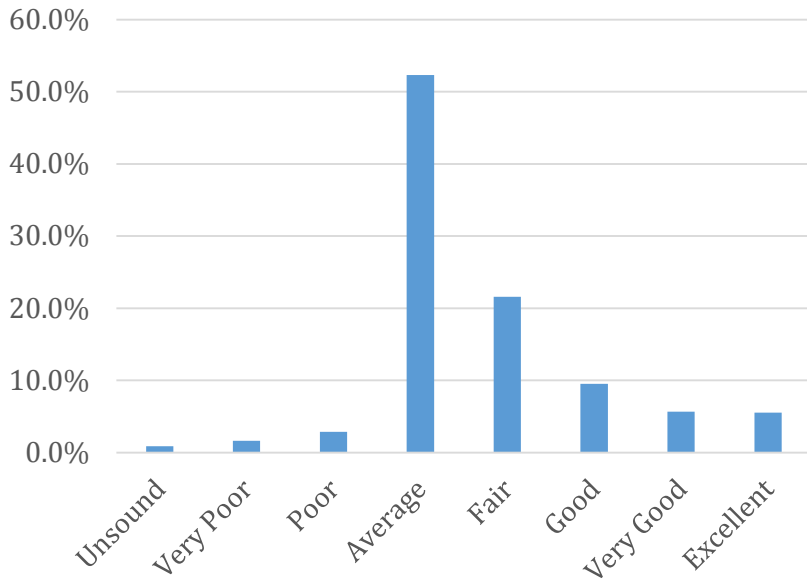


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* Source: 2010-2014 5-Year ACS Estimates

Housing Condition

Category	Count	Percent
Excellent	100	5.5%
Very Good	102	5.6%
Good	172	9.5%
Fair	390	21.6%
Average	945	52.3%
Poor	52	2.9%
Very Poor	29	1.6%
Unsound	16	0.9%
Total	1,806	100.0%
Above Average	374	20.7%



* Source: Dallas County Appraisal District

Property Value Change per square foot: 2010-2015



* Source: DCAD 2010 & 2015 Property Appraisal

City of Dallas Initiatives

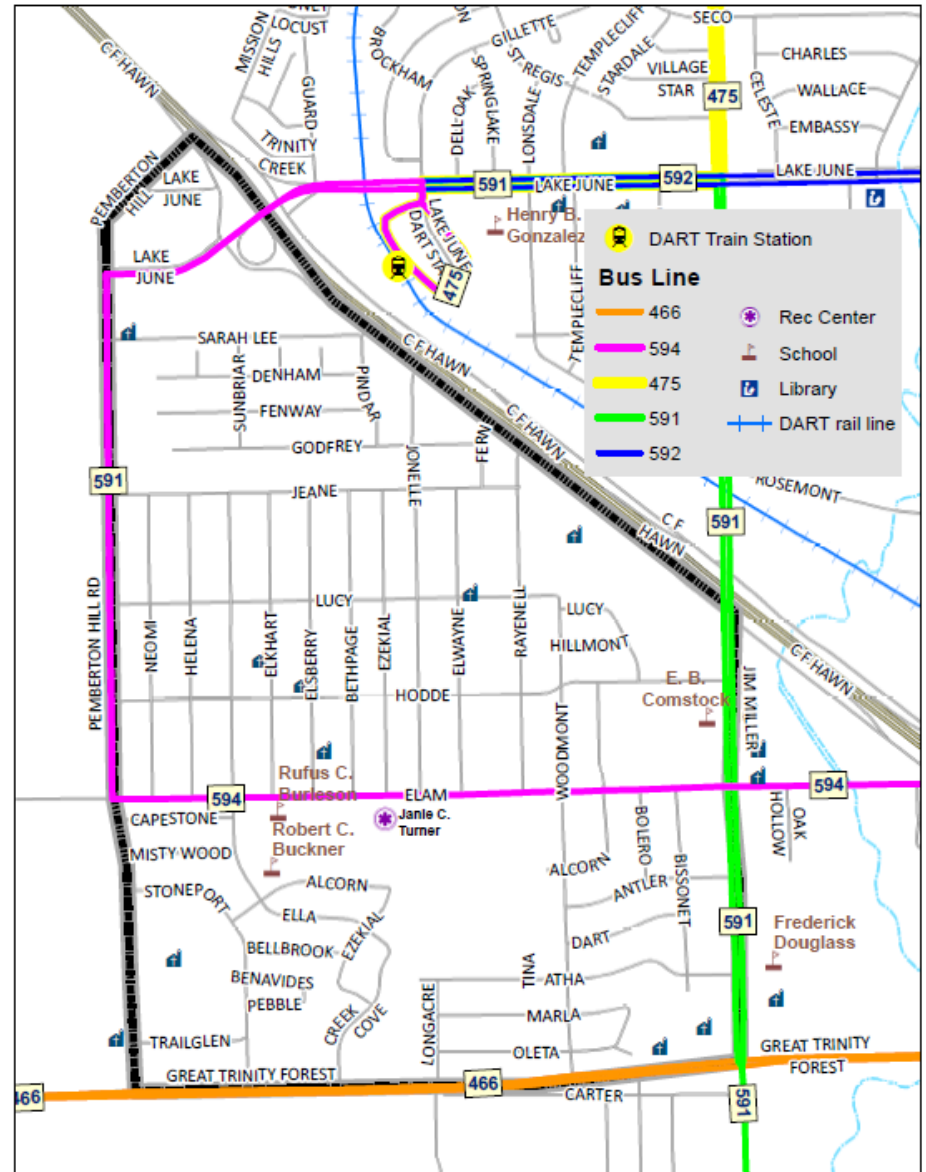
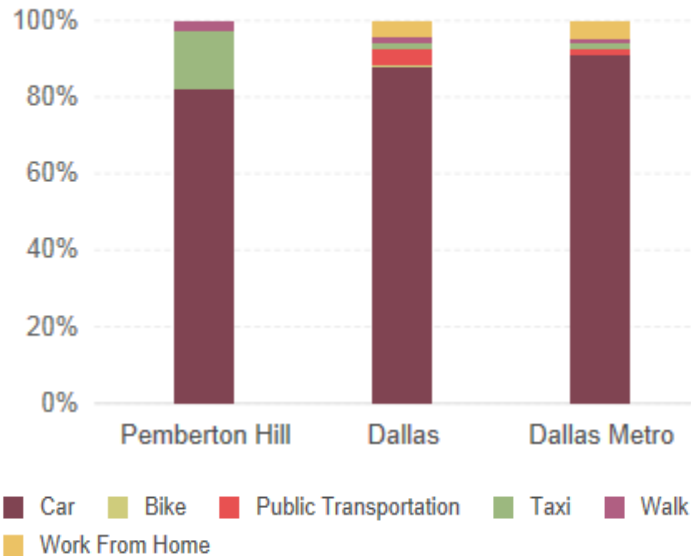
Department	Initiatives
Economic Development	
Library	Pleasant Grove – ESL classes; GED in partnership with Wilkinson Center; Hispanic Families Network; Halloween in the Grove; AARP Income Tax Assistance
Parks and Recreation	Texas Horse Park, Audubon, possible addition of a Parking Lot at the Janie C. Turner Rec Center. More information in Appendix
Other: Water Utilities, Public Works/Street Services,	Information in Appendix

Category		Notes
In CDBG Eligible Area?	Yes	
In a DPD TAG Area?	Yes	
DART Station Within ½ Mile?	Yes	Lake June Station
Community Prosecution Area?	Yes	
Parks Within ¼ Mile?	Yes	Pemberton Hill park
TIF/PID?	No	
Library?	No	
Dallas ISD?	Yes	EB Comstock Middle School, Rufus C Burleson Elementary School, Robert C. Buckner Elementary School
Charter School?	No	
Recreation Center?	Yes	Janie C Turner Recreation Center
Major Code Issues:		<ol style="list-style-type: none"> 1. High Weeds 2. Litter 3. Dead Animal Pick Up 4. Loose Animal 5. Garbage Roll Cart

Transportation

- Close to Lake June DART station, pedestrian access is restricted by CF Hawn Hwy
- Serviced by 5 bus lines
- Most residents (72.08%) primarily drive alone to work (Citywide average 88%)
- 18.4% carpool
- Average commute time 15-30 minutes

Commute Method



* Source: DART & 2014 5-year ACS

Crime Statistics

January - April 2015

January - April 2016

Legend

- ▲ MURDER
- ◆ RAPE
- ▲ ROBBERY-BUSINESS
- ▲ ROBBERY-INDIVIDUAL
- AGG ASSAULT - NFV
- AGG ASSAULT - FV
- BURGLARY-BUSINESS
- BURGLARY-RESIDENCE
- THEFT/SHOPLIFT
- THEFT/BMV
- OTHER THEFTS
- LUMV

— Pemberton Inter
— Pemberton Hill

PEMBERTON HILL

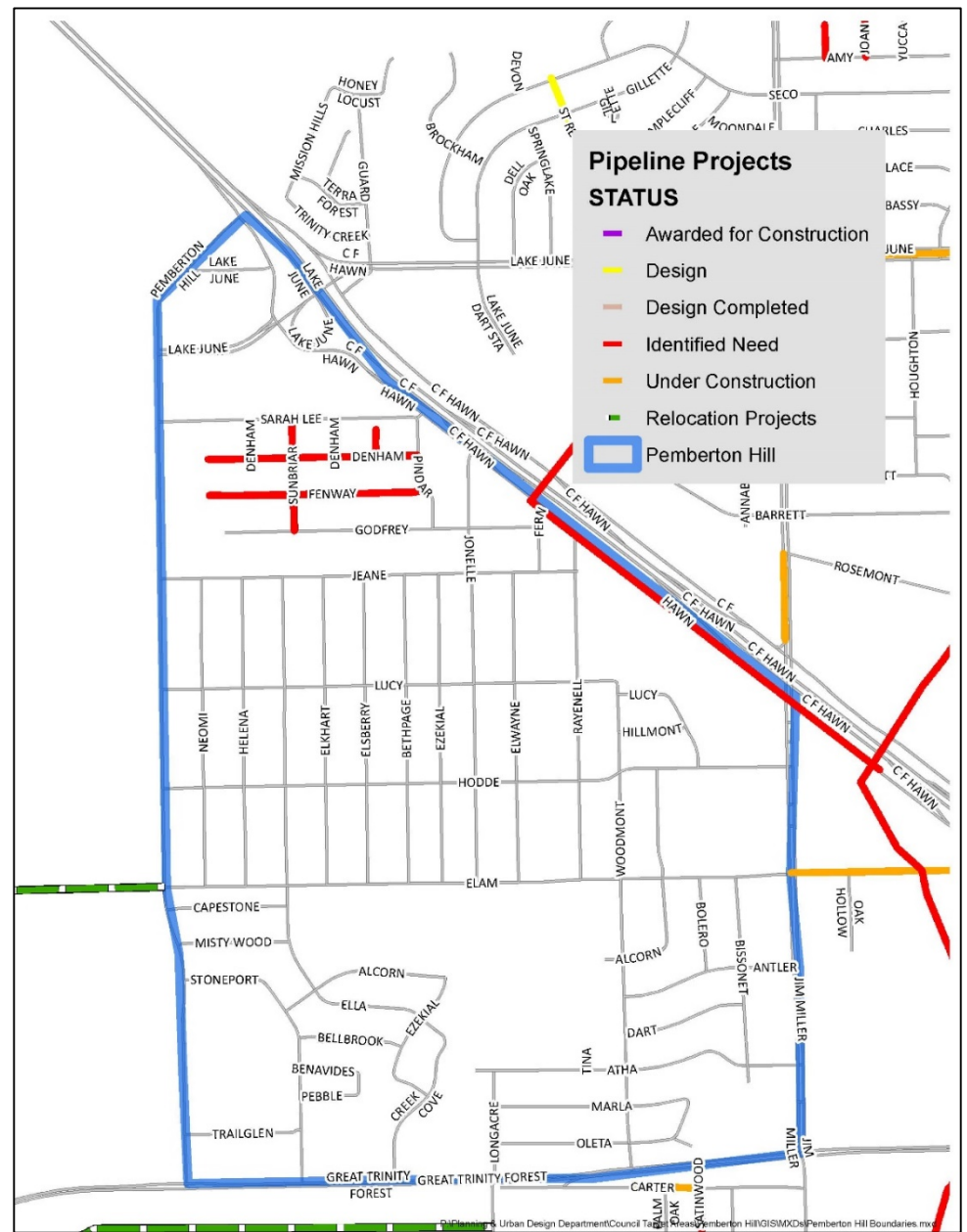
CRIME TYPE	2016	2015	Diff	%Ch
Violent Crimes				
Murder	0	0	0	NC
*Sexual Assault	3	5	-2	-40%
Robbery-Business	0	0	0	NC
Robbery-Individual	0	4	-4	100%
Agg Assault (NFV)	5	5	-2	-40%
Agg Assault (FV)	3	8	-5	-62.50%
Total Violent Crimes	17	22	-5	-22.73%
Non-Violent Crimes				
Burglary-Business	0	1	-1	-100%
Burglary-Residence	34	37	-3	-8.11%
Theft-Shop Lift	0	1	-1	-100%
Theft-BMV/Auto Acc	12	18	-6	-33.33%
Theft-Other Theft	14	13	1	7.69%
Auto Theft	14	17	-3	-17.65%
Total Non-Violent	74	87	-13	-14.94%
Total Index Crimes	91	109	-18	-16.51%



This product is for informational purposes only and may not have been prepared for legal, engineering, or surveying purposes. It does not represent an on-ground survey and represents only the approximate relative location of property boundaries.*

* Source: Dallas Police Department

Water Projects



* Source: City of Dallas Water Utilities Department



Community Visioning Workshop

- The process by which a community develops a consensus about the future they want, and then decides what is necessary to achieve it.
- A vision statement captures what the community value most about the neighborhood, and the shared image of what they want to become.
- It inspires community members to work together to achieve the vision.
- A thoughtful vision statement provides the framework for leaders to make rational/disciplined decisions on community issues as they arise.

Guiding Questions

- What do you want to preserve in this community?
- What do you want to create in this community?
- What do you want to change in this community?